

*B1*

- c) collecting information in response to receiving the information to identify the advertisements received.

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*B2*

- 5. (Amended) A method of determining the reach and frequency of view of an advertisement comprising:
  - a) instrumenting a viewing device with an instrumentation program;
  - b) receiving information at the viewing device, the information including advertisements; and
  - c) collecting information in response to receiving the information to identify the advertisements received.

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*B3*

- 9. (Amended) A panel computer comprising a first stored program for browsing a distributed network and a second stored program for instrumenting the computer to report information regarding the advertising images viewed on the computer, the computer comprising:
  - a) a first port coupled in communication with the distributed network;
  - b) a first storage area storing the first stored program, the first stored program when executed causing the computer to allow user controlled access to the distributed network; and
  - c) a second storage area storing the second stored program, the second stored program when executed causing the computer to collect statistics on advertisements in response to receiving information retrieved from the distributed network and viewed on the computer, the second stored program collecting information regarding the advertisements viewed.

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*B4*

- 13. (Amended) A method of collecting information regarding advertisements viewed by a client computer communicating with a distributed network, the method comprising the steps of:
  - a) receiving an advertisement image from the distributed network at the client computer;
  - b) deriving a unique identifier identifying the advertising message in response to receiving the advertising image; and
  - c) reporting the unique identifier to an analysis engine.

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